



WCPO
wcpo.com
kypost.com

WCPO

ORDER

Print Date 10/23/12 Page 1 of 2

Flight Dates 10/23/12-10/29/12

<u>Contract / Revision</u>	315514 /	Friends of Brown week # 2 Add 10.	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>		<u>Product</u>	<u>Estimate #</u>	Week # 2 Add
10/22/12	10/22/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Friends of Brown / Democra	1831 Chestnut Street	<u>Order Type</u>	GENERAL
		Philadelphia, PA 19103	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Shorr Johnson Magnus		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC	<u>Demographic</u>	A35+
1831 Chestnut Street		<u>Sales Region</u> NAT	<u>Rev Codes</u>	POL POL CAND
Philadelphia, PA 19103		<u>Agency Ref</u>	<u>Product Codes</u>	PL
			<u>Priority</u>	P-1
			<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Competing Station	Order Share %	Market Value	Amount
CABLE	%		
UNKWN	100%		
WBQC	%		
WCET	%		
WCVN	%		
WKON	%		
WKRC	%		
WLWT	%		
WPTO	%		
WSTR	%		
WXIX	%		

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$6,120.00	\$7,200.00	0.00	10/01/12	10/28/12	20	\$6,120.00	\$7,200.00
November 2012	5	\$1,530.00	\$1,800.00	0.00	10/29/12	10/29/12	5	\$1,530.00	\$1,800.00
Totals	25	\$7,650.00	\$9,000.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 1	WCPO	10/23/12	10/29/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4	\$150.00			0.00					
		Week: 10/29/12	11/04/12	M-----		1	\$150.00			0.00					
N 2	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4	\$400.00			0.00					
		Week: 10/29/12	11/04/12	M-----		1	\$400.00			0.00					



WCPO

wcpo.com
kypost.comContract / Revision 315514 Flight Dates 10/23/12-10/29/12

Print Date: 10/23/12

Page 2 of 2

Original Date / Revision 10/22/12 / 10/22/12

Hiatus Dates

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Friends of Brown week # 2 Estimate # Week # 2 Add

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N 3	WCPO	10/23/12	10/29/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	5	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	-TWTF--	4	\$300.00	0.00										
Week: 10/29/12	11/04/12	M-----	1	\$300.00	0.00										
N 4	WCPO	10/23/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	-TWTF--	4	\$500.00	0.00										
Week: 10/29/12	11/04/12	M-----	1	\$500.00	0.00										
N 5	WCPO	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12	10/28/12	-TWTF--	4	\$450.00	0.00										
Week: 10/29/12	11/04/12	M-----	1	\$450.00	0.00										
														Totals	25 \$9,000.00